



**WE
ARE
TEAM
HERC**

Our Company. Our People. Our Culture.

There's work to be done.

Work that delivers progress, opportunity and better days ahead.

And there are teams of people in communities across North America supporting the work that must be done.

That's Team Herc.

For more than 55 years, Team Herc has equipped society's builders, producers, makers, suppliers and growers with the gear that gets work done.

And when disaster strikes, Team Herc responds.

When essential businesses and services require immediate support, Team Herc steps up.

Our team — Team Herc — is a vital contributor to the wellbeing of our communities

We equip our customers and communities to build a brighter future.



OUR ROOTS

OUR ROOTS

A Heritage of Excellence

1965 >

Our journey started on July 7, 1965, when our predecessor company — Hertz Equipment Rental Corporation (HERC) — was formed as a wholly owned subsidiary of the Hertz Corporation.

Over its first 50 years, HERC wrote the equipment rental playbook, with innovations like the first national accounts concept, standard branch processes and performance

metrics, and technology advancements such as the industry's first online rental account management platform and mobile-friendly website.

And, fueled by these and other innovations, HERC steadily grew.

We were known as the “Gold Standard” of the equipment rental industry for our superior customer service and operational excellence.

Did you know?

Since we became Herc Rentals we no longer use all-capital letters to spell our name — except when specifically talking about our predecessor business. Avoid using “HERC” in any form or situation. And never spell our company's name as “HERC Rentals.”

OUR ROOTS

Our Early Growth

1979 >

HERC's early fleet was focused on serving construction-related industries until 1979, when the business added industrial equipment to its fleet.

By 1990, HERC had 100 locations in the United States. In 1998, HERC expanded into Canada with the acquisition of Matthews Equipment Ltd.

HERC first registered \$1 billion in revenue in 2000. By 2005, the business had over 300 locations in the U.S. and Canada.

In 2008, HERC launched what is now known as Herc Entertainment Services. And along the way HERC acquired a number of businesses that accelerated its growth, including Big 4 Rents and Service Pump and Compressor in 1998, AA Rentals in 2000, and Cinelease and DW Pumps in 2012.

Did you know?

At one point, HERC had a sizeable international presence — including operations in Europe, the Middle East, Asia and South America — but since becoming an independent company Herc Rentals has trimmed its international operations and now exclusively focuses on the U.S. and Canada.

OUR ROOTS

Challenges and Change

2000 >

By the early 2000s, HERC's business, the economic environment and competitive landscape began to change.

New equipment-rental competitors had emerged and grown large enough to overtake HERC's market-leadership position. In 2007, the Great Recession took hold and, compounded by the 2008 financial crisis, a long, difficult business reset and recovery ensued.

By 2014, Hertz realized both it and HERC could more effectively pursue their opportunities and meet their challenges as separate businesses.

For HERC, that meant an opportunity to craft and execute a business strategy focused exclusively on equipment rental customers and their specific needs.

Did you know?

We typically refer to our separation from Hertz as a "spin-off" from our former parent company. However, due to the way the separation was accomplished, it's more accurate to say that Hertz was "spun-off" from Herc Holdings Inc. (Herc Rentals' parent company).

OUR ROOTS

Herc Rentals Emerges

2015 >

In 2015, as plans took shape to separate HERC from Hertz, a new management team was assembled, with President and CEO Larry Silber joining the business in May 2015.

As the new team made final preparations to become an independent, publicly traded company, they also developed and set in motion a long-term business strategy to return the business to its equipment rental leadership status.

We officially announced our new brand name, Herc Rentals, in February 2016 based on the informal name that we and our customers often used for our business.

We became an independent, New York Stock Exchange listed company on July 1, 2016, under the “HRI” ticker symbol. And on that day, we officially controlled our own destiny.

Did you know?

Our parent company is Herc Holdings Inc., and that’s the company officially listed on the New York Stock Exchange as well as identified for other formal and legal purposes. Herc Holdings Inc. operates through its subsidiary, Herc Rentals Inc.

Our History at A Glance

1965 Hertz Equipment Rental Corp. founded	1968 Introduced industry-first National Accounts program	1973 Rolled out new standardized locations	1979 Entered industrial equipment rental and leasing markets	1989 Entered France and Spain	1997 Launched HertzEquip.com	1998 Expanded into Canada with acquisition of Certified Rentals and Matthews Equipment LTD. Acquired Big Rents	2000 Acquired AA Rentals Acquired Service Pump and Compressor
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2004

Energy Services Group debuted

2010

Industry-first mobile friendly website

2014

Hertz announced spin-off of equipment rental business

2016

Herc Rentals brand established

Herc Holdings separates from Hertz

HRI listed on NYSE

2003

Launched full-scale general rental program and facilities renovation

2008

Launched industry-first online rental account management

Launched Entertainment Services

Entered China

2012

Acquired Cinelease

Acquired DW Pumps

2015

Larry Silber named CEO

Sold operations in France and Spain

2020

All non-North American operations divested

Acquired Champion Rentals, Inc.



After 50 Years We Begin Our New Era

HercRentals™

Equipment Rental
Safely, Efficiently, Effectively

OUR
COMPANY

OUR COMPANY

What We Do

When people ask about our company and the work we do, the easiest answer is that we are an equipment rental company.

What we don't usually talk about is that we operate a complex business with many moving parts that need to work together like a well-oiled machine to make sure we can "Say Yes" whenever a customer calls.

Our *service* is renting customers reliable, high-quality gear and offering a range of additional

services to help customers use our gear safely, effectively and efficiently.

Our *expertise* is managing the lifecycle and deployment of nearly \$4 billion in fleet, including buying, moving, delivering, maintaining, monitoring and disposing gear.

With that in mind, it's appropriate to say that we are a **professional equipment rental business built on fleet logistics excellence.**

And while it's simpler to just say "we rent gear," always remember that we do challenging work that requires extraordinary knowhow and skillful execution to meet our customers' needs. All the time.



OUR COMPANY

Our Purpose

**We equip
our customers
and communities
to build a
brighter future.**

A company's Purpose is often described as its reason for being in business.

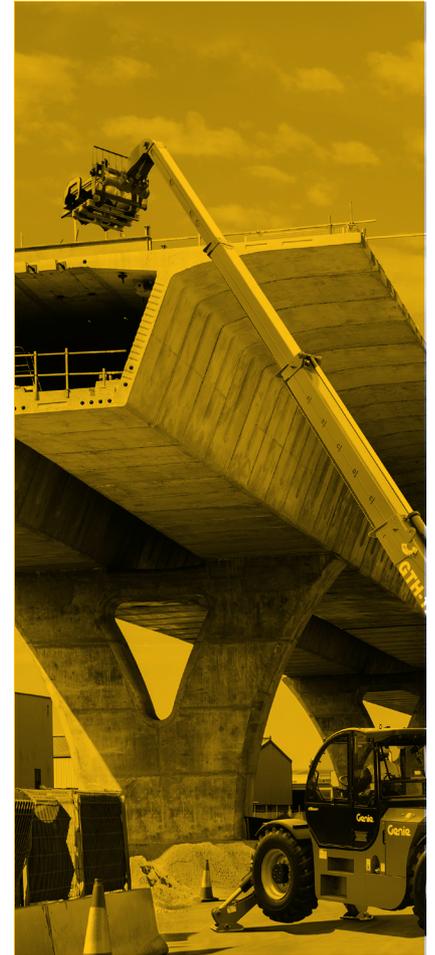
For Herc Rentals, our Purpose is a reminder that we collectively work toward a greater good — something lasting and meaningful as we create new chapters in our history and add to our legacy.

Think of our Purpose as what we do — every day and over time — to make a difference in the larger world around us.

The work we perform together as part of Team Herc translates into: Improved quality of life; better infrastructure, facilities and buildings; industrial productivity; and economic growth.

We help communities recover faster from natural disasters and catastrophes. We support vital services such as schools, utilities, hospitals and healthcare facilities. We are an essential business during pandemics. Our customers and communities depend on us to support their ongoing progress.

As part of Team Herc, we ALL make progress easier to achieve. We help create a better future — a brighter future.



OUR COMPANY

Our Foundation

Our culture is founded on three elements — our Vision, our Mission and our Values.

Our Vision establishes our enduring ambition. We strive to be the preferred choice in our industry for customers, employees and investors.

Our Vision is translated into an operational imperative — in other words, our Mission. Everything we do is designed to deliver customers optimum performance safely, efficiently and effectively.

We pursue our Vision and Mission according to core Values that establish our expectations and commitments as members of Team Herc.

Fundamentally, our Values guide the way we relate to each other, our customers and our communities. Foremost, we do what's right.

And, of course, our commitment to Safety remains at the center of everything we do every day.



OUR COMPANY

We Do What's Right

Our foremost value — “*We do what's right*” — offers a reminder that being a member of Team Herc confers obligations upon each of us. We follow the law. And we follow our company rules and policies, including our Code of Ethics.

We treat everyone — our fellow employees, customers, vendors and people in the communities we serve — with respect. And we speak up if we suspect violations of the law, our policies or our ethical standards.

Our Code of Ethics reinforces our company's values and guides us to “do what's right,” especially when doing what's right may not be clear or immediately obvious. Understanding what's in our code can help you avoid situations that may expose you or the company to potential risk — and help you take the proper course of action.

Our values and our Code of Ethics represent our commitment to conduct our work with integrity and fairness and to be mindful of our responsibility to continuously earn the trust of our customers, colleagues and the communities in which we operate.

Remember that ethics and integrity are critical business assets that every member of Team Herc influences every day.



OUR COMPANY

Our Strategy

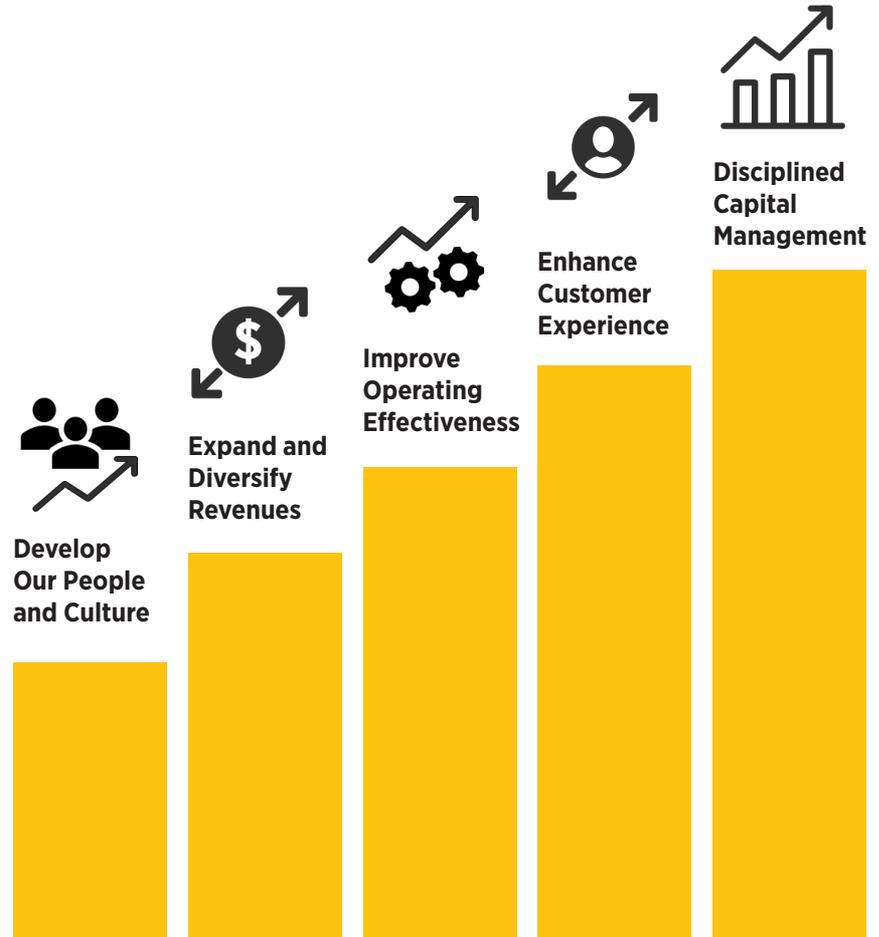
To support our Purpose and to achieve ongoing progress, we operate according to a long-term strategy comprising five “pillars” related to people and culture; revenue growth; operational effectiveness, customer experience, and financial fitness.

We evaluate our strategy constantly and make adjustments as necessary to pursue our vision to be the supplier, employer and

investment of choice in our industry.

We also engage near-term initiatives to support progress against what we identify as “What’s Important Now” (W.I.N.) focus areas.

There’s always something we can do to improve in each area of our strategy, and our W.I.N. philosophy is at the heart of driving our ongoing progress.



OUR COMPANY

Local Teams, Large Network

Our company's field operations consist of nearly 300 local teams supporting customers and communities across North America.

Most of these teams are based at our branches, but many are integrated into our customers' daily operations at on-site locations. Working together, our field teams collectively create a large and interconnected network that

ensures we can "Say Yes" to our customers as often as possible.

Our branches are where the complex daily operations of equipment rental are most visible.

Every day, branch team members deliver or pick up gear, perform necessary maintenance and repairs, and get fleet ready to rent. They work with other branches in our

network to receive or transfer fleet to make sure customers get the gear they need where they need it.

Ultimately, while many local teams add up to a large and powerful North American branch network, each of our branches plays an influential role in helping their nearby customers and communities build a brighter future.

In other words, our local operations are where our Purpose is exhibited day-in and day-out.

That makes every team member at every Herc Rentals branch or location a vital contributor to the success of our customers and the well-being of our communities.



OUR COMPANY

A Growing Industry

For more than 55 years, Team Herc has equipped society's builders, producers, makers, suppliers and growers. We also support vital services, like utilities, healthcare facilities, transportation providers, grocery stores and government services.

Fundamentally, we are a comprehensive equipment rental solutions provider serving a diverse range of customers across many dynamic market segments.

We also participate as a leader in a growth industry as customers increasingly realize the benefits of equipment rental versus ownership.

In fact, the North American equipment rental market is expected to exceed \$60 billion by 2024, continuing a steady pattern growth over the past several decades.

With a wide range of customers, growing markets and a healthy equipment rental industry, we are well positioned for long-term success. That means Herc Rentals is a place to build a challenging career, with many opportunities for professional growth and to achieve personal goals.





OUR TEAM

OUR TEAM We Are Team Herc

Team Herc's culture is determined over time by the unique characteristics each individual team member brings to our company.

And, as diverse as we are individually, there are a few characteristics that we hope every member of Team Herc possesses: Integrity, "Fire in the Belly" and Intellectual Curiosity. A team comprised of people who do the right thing (Integrity), who are passionate about their work ("Fire in the Belly"), and who continuously

expand their knowledge (Intellectual Curiosity) provides a strong foundation for our ongoing success.

Of course, many other characteristics and behaviors are important in building a Team Herc culture that people want to be part of, work with or invest in.

A commitment to safety; a focus on customers; collaboration and teamwork; appreciation and recognition — these are just a few of the many characteristics that also contribute to a culture we can all be proud of as members of Team Herc.





UNIQUE

UNITED

VALUES
 ACCOUNTABLE
 GOLD STANDARD
TEAM
 ETHICAL
SAFETY



ENCOURAGING

HANDS-ON REWARDING
 HEALTHY CUSTOMER-FOCUSED

CHALLENGING

COLLABORATIVE

DIVERSE

HARDWORKING

INNOVATIVE

HERC

TALENTED

RESPONSIBILITY
 COMMUNITY

CARING
 AMBITIOUS
 DIFFERENT

GROWTH MINDSET



UNPARALLELED EQUAL OPPORTUNITY

CONNECTED
 COMPETITIVE
 COMMUNICATIVE

SUPPORTIVE

OUR TEAM

Our Culture = Our People

Recently, members of Herc Rentals' Senior Leadership Team were asked to describe our company's culture — in four words or less.

The 30+ responses fell into three broad categories relating to our people (Team Herc), our customers, and our unique, differentiating characteristics.

While no single response perfectly summarized Herc Rentals' culture, the graphic shown at left sorts the individual words that were used most frequently (the greater the frequency, the larger the size of the word).

As this word cloud makes clear, our people are the critical element of our culture, and power the Herc Rentals brand wherever we do business.



OUR TEAM

Our Brand. Our Promise.

Our brand is more than a name, a logo or a tagline. It's everything we do to differentiate ourselves as the partner, employer and investment of choice in our industry. By extension, our "brand promise" is a commitment we make as a company to our customers and our communities.

Every member of Team Herc influences our brand. When we work together to deliver

an excellent experience for a customer, our brand image improves. When we fall short of our customers' expectations, our brand image diminishes.

We also influence our brand in the way we relate to each other, our customers and our communities. Every interaction — sometimes called a "touchpoint" — is an opportunity to positively represent Herc Rentals.

A "touchpoint moment" is any encounter where we put our brand promise to the test. Do we act and represent ourselves as professionals who can be counted on? Do we follow through on our commitments? Do we make an extra effort when the situation calls for it? Do we embody our values, including those relating to safety, integrity, honesty, respect, and accountability? Are we easy to do business with?

Because we all contribute to these and other touchpoint moments, we all shape the Herc Rentals brand. And we all have a role in determining how well we live up to our brand promise.



OUR TEAM

Room for All

Team Herc is at its strongest when we fully embrace inclusion and diversity and hold open the doors of opportunity to individuals across the spectrum of gender, race, ethnicity, sexual orientation, religion and many other dimensions of the human experience.

Our commitment to inclusion and diversity ensures a culture that enables people of all backgrounds to achieve their personal and professional aspirations as part of Team Herc. It also helps us create

a workforce that reflects the variety of customers and communities we serve.

With employee resource groups like *Women in Action* and the *Veteran Resource Group*, we enable opportunities for networking, collaboration, learning and sharing for communities within Team Herc, which supports our commitment to create a safe, respectful and equitable work environment everywhere we operate.

Ultimately, our inclusion and diversity efforts are fundamental in pursuing our vision to be the employer of choice in our industry, and to supporting the ongoing growth and success of Herc Rentals.





OUR DIFFERENCE

Herc
Micro19mec
800-25-2120
HercRentals

Herc
Micro 9 mec
HercRentals
HercRentals
HercRentals
HercRentals

TOYOTA
Herc
Rentals
0-25-7846

OUR DIFFERENCE

What Makes Us Unique

All equipment rental businesses do many of the same things: Buy gear, fix gear, rent gear, deliver gear, and so on. How well they do each of these and many other activities depends on a variety of factors, but mostly it comes down to people.

We each make a difference in earning our customers' confidence, business and loyalty. Any experience that's less than what customers expect from us, or less than they are

accustomed to, may motivate them to consider other options.

Our goal to be the best equipment rental firm in the industry requires that we provide our customers a superior experience every time they call upon us. That's the "count on us" difference that rewards our customers' confidence in us and gives them an advantage in their work.

It's a challenging goal, but it's one we must embrace as part of being the best in our industry.



OUR DIFFERENCE

“Say Yes”!

If you spend enough time with a member of Team Herc — anywhere we work — you may hear a two-word phrase that captures the spirit of our brand promise: “Say Yes”!

If you don’t hear those exact words, you’ll hear something along similar lines, reflecting Team Herc’s deep and continuous commitment to customer service.

It’s easy to “Say Yes” when the events of the day permit normal business operations. It’s much harder when our routines are

disrupted by events beyond our control, such as natural disasters and, more recently, a pandemic.

But that’s when it matters most — for our customers and our communities. And that’s where Team Herc shines. We step up when others can’t, or won’t.

Of course, we can’t always “Say Yes.” But when we do, we are committing ourselves to solve our customers’ problems, providing them with the gear they require and always ready to make the extra effort.

And that’s how we set ourselves apart as a trusted partner who customers can depend on and communities can count on.



OUR DIFFERENCE

Big is Good, Best is Better

With nearly \$4 billion worth of gear in our fleet, we are one of the largest equipment rental firms in North America. But we aren't worried about being the biggest — we just want to be the best. So, we work hard to earn that reputation.

As part of that, we continuously introduce ourselves to new customers and new markets. We explain that renting equipment from us is often better than buying. We let them know that whatever

equipment they need for their job, chances are we have it.

We also let our long-standing customers know about new and innovative additions to our fleet that will improve their productivity and efficiency.

That includes our ProSolutions and ProContractor specialty gear, much of which we didn't offer until a few years ago. Our lineup also includes specialized gear for television, film and live entertainment production through our Herc Entertainment Services, Cinelease, and Cinelease Studios units.

And, we let all of our customers know we are everywhere they are. With a growing presence in major urban markets and a substantial fleet at the ready, we're prepared to "Say Yes" every time we get the call.



OUR DIFFERENCE

The Right Choice

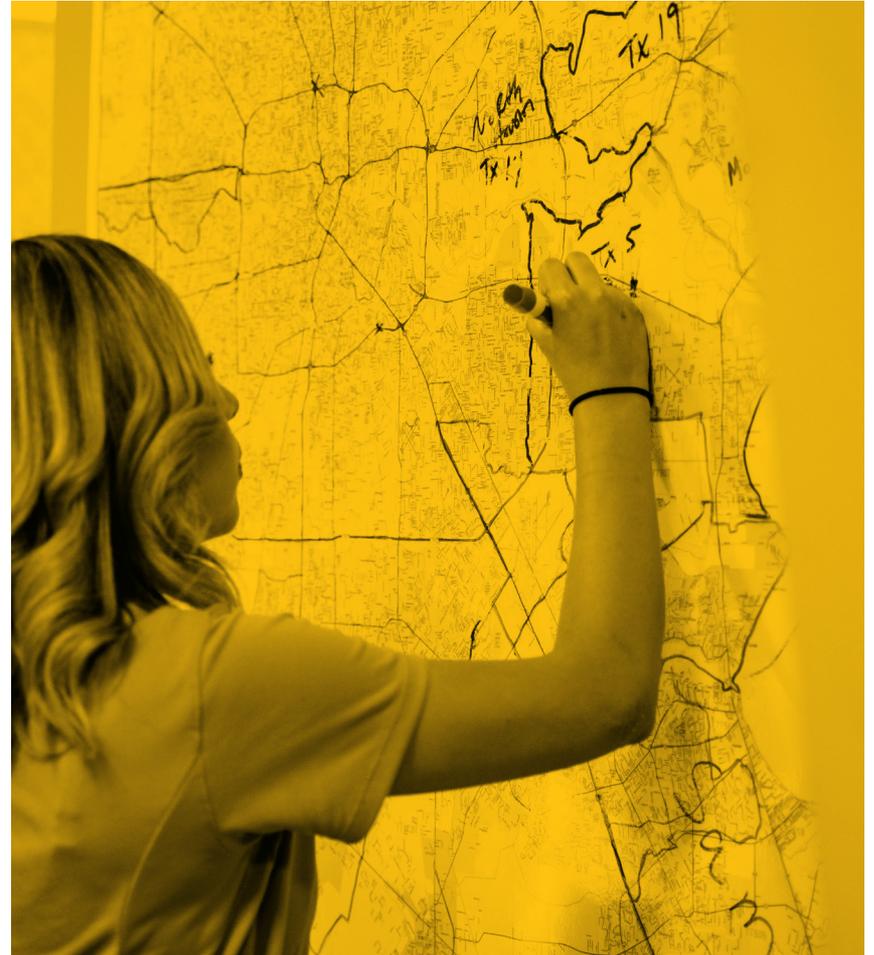
Everything we do as a company should justify the choice our customers make when deciding to rent from us.

After all, they have elected to outsource a key component of their productivity and success to us.

And if we prove that we make their work easier and deliver the value they seek, they will continue to rely on us to support their progress.

Every chance we have to work with, speak with or interact with a customer is an opportunity to deliver the “count on us” difference that makes their experience with us better than any other equipment rental company.

Our goal is to ensure that customers can say renting equipment from Herc Rentals always is their best choice.





OUR WORK

OUR WORK

First, and Always, Think Safety



Our work involves strenuous activity that can lead to injuries. It also exposes us to dangers — some that are obvious, which we can account for, and many that become evident only after performing thorough job assessments.

There is never a good reason or excuse to perform a task without first evaluating the risks involved.

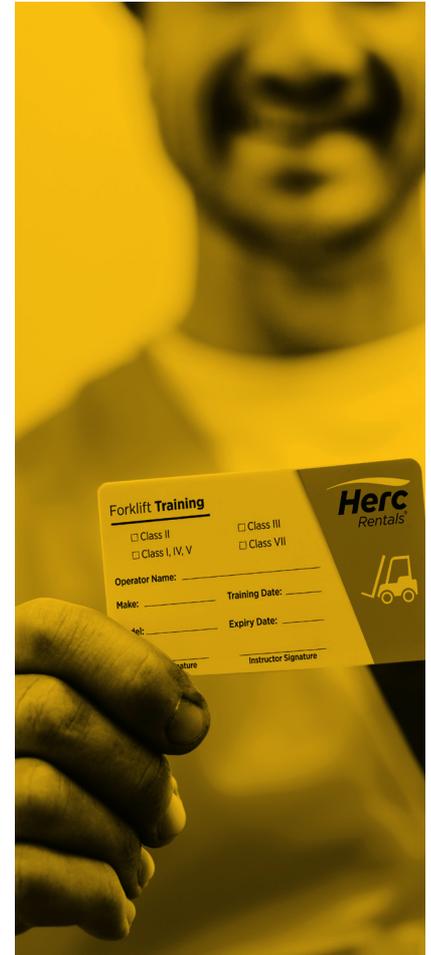
Your manager should welcome and support your safe operating behaviors.

Your colleagues will appreciate your vigilance.

Our customers expect us to operate safely and to keep their people safe.

That's why safety is our number one priority. Lots of people depend on you — on all of us — to take the time and actions necessary to perform work safely.

At work, at home, on the road and anywhere in between, never take a break from safety.



OUR WORK

The “Perfect Day”

We believe that any number of injuries greater than zero — over any period of time — is too many. When any of our teammates is injured, they hurt, their family suffers and their coworkers worry.

For us, a “Perfect Day” is when none of our teammates experiences a recordable injury during a working day across our entire company.

Our “Perfect Day” also includes a working day when we have no DOT violations and no “at fault” motor vehicle accidents.

Achieving the Perfect Day requires a commitment to behaviors that result in safer operations everywhere we work. It requires us to openly discuss potential safety risks and near misses and to exercise our “Stop Work” authority when conditions warrant.

As safety conscious as we are, there may be times when a team member momentarily loses focus on safety planning or practices. That’s when we, as part of our central responsibility as members of Team Herc, need to step up and take action to ensure the safety of our fellow team members.

Each of our individual efforts and commitment to safety contribute to every Perfect Day we achieve.

Remember to **Think Safety** and strive to make every day a Perfect Day!



OUR WORK

Where Did Our Headquarters Go?

Most companies have a central business center referred to as “headquarters.” We don’t. We believe that many of our best decisions are made wherever we’re working with a customer, and that usually takes place in the field.

Still, our field-support team located in Bonita Springs, Florida, also works on behalf of our customers, providing our branches and sales professionals

ongoing support and guidance – and often working directly with our customers.

Since that’s not usually how “headquarters” operate, we decided to call our central business center the Field Support Center (FSC).

The FSC has two main functions: Provide support services for our branches and other field operations and, secondly, perform company-wide business functions that help our field operations stay focused on our customers.

Ultimately, no matter where we work, we’re all on the same team and we depend on each other to continuously earn our customers’ business. We just don’t have a “headquarters.”



OUR WORK

The “Herc Way”



You may hear the term, the “Herc Way” from time to time as colleagues talk about our operations. At its core, the Herc Way refers to the various processes and activities that allow us to “Say Yes” every time a customer calls on us.

In other words the Herc Way is the playbook that ensures we consistently apply our extraordinary knowhow across every Herc Rentals branch or location.

Any activity that we have created a standard operating procedure (SOP) for is part of the Herc Way. Same for our Operating Model, which outlines processes related to servicing our fleet and getting it ready to rent; our “Five Tool Manager” and Herc Rentals Action Selling programs; and our mobilization process in response to natural disasters. And, of course, all the processes and procedures that are part of our safety and environmental management programs represent elements of the Herc Way.

Ultimately, the “Herc Way” is the phrase we use to describe our approach to Operational Excellence. But you can simply think of it as the way we get things done around here – safely, efficiently and effectively.



OUR WORK

Helping Us Get Everything Right



It's just a reality that we may not always get everything right every time. But, through our learning and development programs, we have a pathway to improve our chances to get everything right as often as possible.

Our learning and development opportunities are available to all team members across all job roles and stages of career progression.

We have more than 5,000 learning assets, including online, on-demand Herc University courses to support Herc team members' professional development and technical proficiency, as well as instructor-led courses to enhance sales, managerial, leadership and role-specific skills.

Certainly, the more we learn, the better we can prepare ourselves to provide our customers a superior experience every time they call upon us, and to do so safely, effectively and efficiently.

So, bookmark Herc University, explore the course catalog and find opportunities to learn something new as often as your schedule permits.



OUR WORK

Technologies and Tools



We operate a complex business, with many interdependent activities that need to be coordinated with great accuracy and deft execution. That requires a continuous focus on the technologies and tools that make us more informed, productive and responsive to our customers.

Our RentalMan platform is the centerpiece to our customer experience. Our Optimus pricing tool, which provides real-time guidance on rental

rates, ensures we remain competitive across the markets we serve. Our Salesforce.com platform arms our professional sales representatives with vital information to help acquire new customers and expand relationships with existing customers. Our ProControl platform provides customers the ability to manage their Herc Rentals fleet and transactions and our On The Go technology provides our professional drivers all the information needed to seamlessly complete equipment delivery or pick up.

Of course, we use many other technologies and tools in our daily work. And we'll adopt many more each passing year. In fact, our business will increasingly depend on new technologies and tools to maintain our competitiveness.



OUR WORK

Responding when Needed

Sometimes, saying “Yes” means the difference in saving homes, businesses and possessions in the aftermath of disasters; restoring a sense of normalcy in difficult times; and providing peace of mind and comfort to many lives.

And when disaster strikes, Team Herc responds.

You’ll find Team Herc wherever floods, tornadoes, hurricanes, wildfires and severe heat and cold disrupt our communities.

As an essential service, we support critical industries and services during pandemics and when other catastrophic events occur.

Nowhere is our Purpose more evident than in times of natural disasters, pandemics and catastrophes, as we equip our customers and communities to build a brighter future.



OUR WORK

Operating Responsibly

Our large operational footprint means that every small thing we do to conserve energy, fuel, water and other natural resources; reduce carbon emissions and hazardous waste; and ensure the integrity of our environmental processes and systems will benefit our world and every community we call home.

We are committed to reducing the environmental impacts associated with our business activities. Simply, proper

environmental management and sustainable operating practices assure customers, suppliers, investors, and other influential parties that we conduct our business responsibly.

We extend that commitment to our rental fleet, with an emphasis on fuel-efficient equipment, increasing our proportion of hybrid/electric/battery-powered gear and equipment solutions that reduce noise or dust.



What's next?

The next job. The next project. The next mission.

Progress has only one direction, and it always starts with what's next.

Team Herc is ready for what's next.

We are nearly 5,000 team members committed to providing our customers exceptional equipment, service, technologies and expertise to get their jobs done safely, efficiently and effectively.

We rent gear that supports the full spectrum of construction trades, infrastructure development, manufacturing operations and industrial processes.

We possess a local presence and far-reaching scale that serves small contractors, large businesses, commercial clients and government customers with equal proficiency.

We perform our work with a sense of duty that treats every rental as vital to progress, customer success and the well-being of our communities.

And we bring the expertise of more than 55 years as an industry leader to every rental.

So, it's natural for us to ponder....

What's next?

Because our customers and communities are always seeking to make the next day better than the day before.

Always seeking to build a brighter future.

And because they count on us, we will always be ready to help, whatever comes next.



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